

### **REMARKS**

In response to the above-identified U.S. Patent and Trademark Office action Applicants are submitting herewith a Supplemental Declaration consonant with paragraph 1 of said action. In addition, paragraph 1 of the specification has been corrected to include the correct serial number of the parent case, that is SN 10/354590.

Enclosed herewith pursuant to paragraph 3 of the above-identified U.S. Patent and Trademark Office action are proposed, new drawings, namely proposed Figures 2A and 2B. Pages 6 and 20 of the instant specification have been appropriately amended to refer thereto. Figure 2A clearly shows the outer plastic material and interior coating, see for example, the last paragraph of page 15 of the specification. Figure 2B clearly shows the width and depth orientations of the sidewall reinforcement formations, see for example, the instant specification, page 18 two lines from the bottom of the page as continued on the top of page 19.

In view of the foregoing it is courteously submitted that the objections in paragraphs 1 – 3 of said action have been overcome.

In accordance with the instant amendment original claims 1 – 14 have been canceled and new claims 15 – 32 substituted therefor. It is respectfully submitted that the new claims define patentably over the art.

New generic claim 15 essentially includes the features of claims 1 – 4, 6 and 9 – 10. New claim 16 corresponds to previous claim 5. New claims 17 – 18 are supported on page 19, lines 1 – 2 of the instant specification. New claim 19 corresponds to previous claim 7 and new claim 20 is supported at the bottom of page 10 and in Figure 4. New claim 21 corresponds to previous claim 10 and is shown, for example, in Figure 2. New claim 22 is shown in Figures 1 – 3. New claims 23 – 26 correspond to previous claims 11 – 14. New claim 27 is supported throughout the specification, as for example, in the BACKGROUND and SUMMARY. New claim 28 is also supported throughout the instant specification, see for example, Figures 3 and 5. New claims 29 – 32 are shown in Figures 6, 8, 9 and 10, respectively.

Applicants respectfully submit that the cited art does not teach or suggest the highly advantageous combination of features of the present invention. Selective bits and pieces from diverse references is not believed to suggest Applicants' specifically claimed structure, especially in view of the considerable advantages obtained thereby.

Thus, for example, Finley et al. '978 does not show Applicants' rectangular brick-like formations. Similarly, Smith UK '133 shows elongated channels and is not believed to show Applicants' defined brick-like formations with specified width to depth ratio. Also, Smith is not believed to show Applicants' raised lands between formations, but rather an intermediate bridge (7) having the same depth as the channels (6).

The other references are even farther afield. Garver '622 shows a continuous, circumferential rib and the base structure is not shown. Tobias '343 also shows continuous, circumferential ribs, and Plester '763 does not show a sidewall structure.

As indicated above, Applicants' claims provide a container with a combination of features that enable a highly advantageous result. For example, rigid portion (24) provides increased resistance to internal pressures and substantially maintains its original shape under pressure. Further, if desired, it can be configured to receive and support a label.

Further advantageous features can be provided. Thus, the container can be configured to eliminate or reduce the amount of internal pressure falling on the body portion. Additional pressure relief formations can be provided, as on the shoulder portion. Also, a variety of base configurations can be provided for particular results in combination with the sidewall structure.

None of the art references, alone or in combination, fairly read, are believed to suggest Applicants' specifically claimed features or the significant advantages thereof.

Favorable consideration and allowance is courteously solicited.

Respectfully submitted,

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